

A B S T R A C T

A reusable container which comprises therein one or more electronically and/or optically readable identification means; and a process for the monitoring and recordal of product information during the filling or refilling of a reusable container, which comprises reading an electronic and/or optical identification means on said reusable container and storing the information obtained therefrom in a storage means that is capable of being interrogated to extract and optionally process said information. The information can include customer data, such as buying frequency, quantity, product type, produce customisation characteristics, and/or other consumer related data.